

# MINUTES

## WEST END COMMISSION MEETING



West End Commission  
Regular Meeting (Second Monday of each Month)  
Monday, October 12, 2015  
4:30 PM

Landmark Café, Landmark Plaza  
400 West Fry Boulevard  
Sierra Vista, AZ 85635

---

### 1. CALL TO ORDER

The Sierra Vista West End Commission meeting was called to order at approximately 4:30 p.m.

### 2. ROLL CALL

#### Members Present

Mackey, Rosie – Chair  
Adolf, Fr. Greg – Vice Chair  
Cotton, Michele  
Ginsburg, Karen  
McCaa, Julia  
Kristine Wolfe

#### Associate Members Present

Anderson, Pam

#### Council Liaison Present

Calhoun, Gwen

#### Staff Liaison Present

Thornton, Jenifer

#### Others Present

Doyle, Tim (Historical Society)  
Arevilo, Yelena  
Freeman, Lee (Lee's Karate and Cardio Kickboxing)

### 3. ACCEPTANCE OF AGENDA

Moved to approve by: Commissioner Cotton      Seconded by: Commissioner Wolfe  
Vote: Unanimous

### 4. INTRODUCTIONS

Attendees went around the table and introduced themselves.

### 5. CALL TO THE PUBLIC

### 6. APPROVAL OF SEPTEMBER MEETING MINUTES

Moved to approve by: Commissioner McCaa      Seconded by: Commissioner Adolf  
Vote: Unanimous

### 7. GUEST SPEAKERS

None

*Different From And Better Than*

## 8. COUNCIL LIAISON GWEN CALHOUN COMMENTS

- Councilwoman Calhoun stated that Matt McLachlan has been rewriting the property maintenance codes and they will be more understandable and should be easier to enforce, which will be of help to the West End.

## 9. OTHER COMMISSION UPDATES

- The Historical Society will be meeting Friday, October 16, 11:00 a.m., at PDS Country Club. The cost is \$15. Let Tim or Paulette Doyle know by Wednesday, 10/14/15 if you would like to attend. Tim's phone number is 378-5121.

## 10. OLD BUSINESS

- a. Mural Project. Commissioner Mackey went to the Arts and Humanities Meeting and again discussed the ideas of murals on the West End and received positive responses. We are waiting to see where the city will lead with the new brand Mural at BST & Fry.
- b. Cancellation of Steak Fry. Steak Fry discussed at the last WEC scheduled to take place at the Landmark Café for a West End fundraiser was cancelled due to the cost that would have to be charged to cover Pam's expenses. Pam is brainstorming other special evenings for fundraising.
- c. West End Clean Up. Will be October 24, 2015. Commissioner Mackey spoke for a few minutes about how it started and the progress it has made in the Southwest Sierra Vista Residents Association. This is the 6<sup>th</sup> year the Clean Up will take place.
- d. West End Tour. The West End Tour will again be at the December meeting (December 14, 2015), but at 3:30 p.m. We will have seating for at least 20 people. The Commission invited Mr. Doyle to come along to discuss the history of these areas. Commissioners suggested we invite Council members and representatives from other commissions. More information in November and we will be taking RSVPs to ensure seating.

## 11. NEW BUSINESS

- a. Festival of the Father of Lights – October 31, 2015. Local churches in the north Carmichael area sponsor the Festival of the Father of Lights at Len Roberts Park to give an (Halloween) alternative to the neighbors and church members. The event offers candy, games, movies, jumping castles, and free hamburgers and hotdogs for all.
- b. West End Commission Branding. Rather than using *Different From And Better Than*, Commissioner Mackey would like the Commission to think about what can be said using the City's brand of *Extraordinary* and *Uncommon* to identify with the West End of Sierra Vista.
- c. Santa on the West End. Santa on the West End will be held on December 5 from 1:00 p.m. to 3:00 p.m. at Lee's Karate and Cardio Kickboxing, 125 S. First Street. It is because Lee's supports the West End community, they are offering their venue to the Southwest Sierra Vista Residents Association. Commissioner Mackey would like the Commission to assist in the holiday decorating at Lee's.
- d. West End Commission participation in Christmas Parade and Christmas Trees at the Mall. Carmichael school will be decorating a float for the Chamber Christmas parade and a Commissioner suggested that the Commission volunteer to assist them. Commissioner Ginsburg/Cotton will contact the Principal to get details on how the Commission can help. The Carmichael School is the hub of the West End Community.

*Different From And Better Than*



There was no interest from the Commission this year to decorate a tree for the contest at the Mall. Next year it will be discussed earlier for consideration as a project.

**12. West End Fair.**

- In the Works. Sponsorship packages are complete. Help is needed to get sponsors. The more sponsors we can get the more we can do for the West End. Contact Commissioner Wolfe for your packets.. There are new sponsor incentive tier levels this year.

**12. STRATEGIC PLAN UPDATES**

- Let's Clean Up Our Act. The Service Club Sign site needs cleaning. Since the Joint Service Club maintains the sign, they will be contacted.

**13. PROPOSED FUTURE AGENDA ITEMS**

- PAW-tober (animal festival)
- Public trash cans on West End streets
- More street lights in some of the commercial areas.

**14. ANNOUNCEMENTS AND UPDATES**

- Commissioner Adolf said that St. Andrews was cleaning on North and N. Carmichael traffic islands, including pruning trees. The vegetation is removed from around the Knights of Columbus building (Columbian Association Hall).
- The Columbian Association Hall is planning to embark on a major renovation.
- Commissioner Adolf reminded the Commission that the Carmichael Neighborhood Assoc meets monthly. They have divided the area into 12 sub-neighborhoods. The local churches have further divided the neighborhoods so they are the contact point for 80-100 homes.
- Commissioner Ginsburg reminded the Commission that the Sierra VistaAbility Day is on Saturday, October 17.
- Commissioner Adolf said that Carlos Morales is offer a free concert at Kino Hall on Sunday, October 18, at 4:00; the concert benefits St. Vincent de Paul.
- Commissioner Adolf announced the next Carmichael Neighborhood meeting is scheduled for Thursday, November 5.
- Commissioner Adolf announced that there is an Open House scheduled for Lori's Place, located at 214 E. Tacoma St. The Open House will be Friday, October 16, 2015, from 11:00 a.m. to 6:00 p.m.

**15. UPCOMING SCHEDULED MEETING**

November 9, 2015, at **4:30 p.m.**

**16. ADJOURNMENT**

Meeting adjourned at 6:20 p.m.



Rosie Mackey  
Chair  
West End Commission



Jenifer Thornton  
Staff Liaison  
West End Commission

*Different From And Better Than*